

ABSTRACT

A system and method for providing information to television viewers in order to assist them in shopping from an apparently conventional media, such as a television program, as well as making better and more educated 5 shopping decisions are provided. The user selects the product of interest, and if desired, indicates the price, quantity and time frame within which he/she wants to buy the product. The system then acts as an agent on the user's behalf to get the best product under best price and shortest time frame as may be desired. When a user sees a product he wants while 10 watching television, he simply can press a point on the screen, talk, or press a button on a remote control or similar keypad and the system shows the current price and availability. If the user wants the product, he can buy it 15 instantly. If the user determines it to be too expensive, he can add the product to his wish-list with a price he would be willing to pay.